

Michigan Department of Natural Resources Parks and Recreation

Great Lakes, Great Times, Great Outdoors
www.michigan.gov/dnr



Celebrating 90 years of summer memories

The Michigan State Park system is turning 90 this summer and we invite you to join us as we celebrate—and commemorate—the happiness and contentment found every summer in Michigan's great outdoors. Help us pay tribute to the summertime memories in the hearts of our 120 million summer visitors through one of the following sponsorship packages:

Banner Sponsor:

Your company logo on every banner displayed at the entrance to 77 State Park from May 22nd, 2009 to Nov. 1st, 2009. Company name will also be included in statewide advertising campaign materials, including event flyers.

Total impressions: 21 million visits, plus roadway traffic and promotional mention.

Total investment: Cover expense of printing banners.

Cost per impression: Estimated at less than \$.0001 per impression.

Event Day Sponsor:

This sponsor will be recognized as providing the cake and ice cream for more than 100,000 visitors on June 20th, 2009. Your company logo will appear on the cakes available at 77 state parks, as well as logo or name mention in statewide advertising campaign materials, including event flyers.

Total impressions: At least 110,000.

Total investment: Either donation or purchase of product.

Cost per impression: Estimated at less than \$0.15 per impression.

Giveaway Sponsor:

Get your company name in front of park visitors by providing a giveaway item for all celebration attendees. From beach balls to posters, we will work with you to create an idea that will work for your business, honor the celebration, and be a keepsake for every event day attendee.

Total impressions: At least 110,000.

Total investment: TBD by giveaway item.

Added-Value:

If your business is interested in one of the above sponsorships, but would like to increase your presence in the celebration, we want to hear it! Our goal is to create long-term, mutually-beneficial relationships with our partners, so if we can better help you reach outdoor enthusiasts, we are happy to help. Added-value proposals will be reviewed in conjunction with all RFP responses.

Thank you for your consideration, and we look forward to connecting your business with your customers who love to connect with the great outdoors!

**For more information, call Kristina Squibb,
at 517-373-7987 or squibbk@michigan.gov**

Further details on each sponsorship can be found in attached request for proposal





Celebrating 90 Years of Excellence at Michigan State Parks and Recreation Areas

1919 - 2009

June 20, 2009

Sponsor's Logo

Cake Design
“Attachment B”

Michigan Department of Natural Resources



Sponsor's Logo

Celebrating 90 Years of Excellence at
Michigan State Parks and Recreation Areas
1919-2009

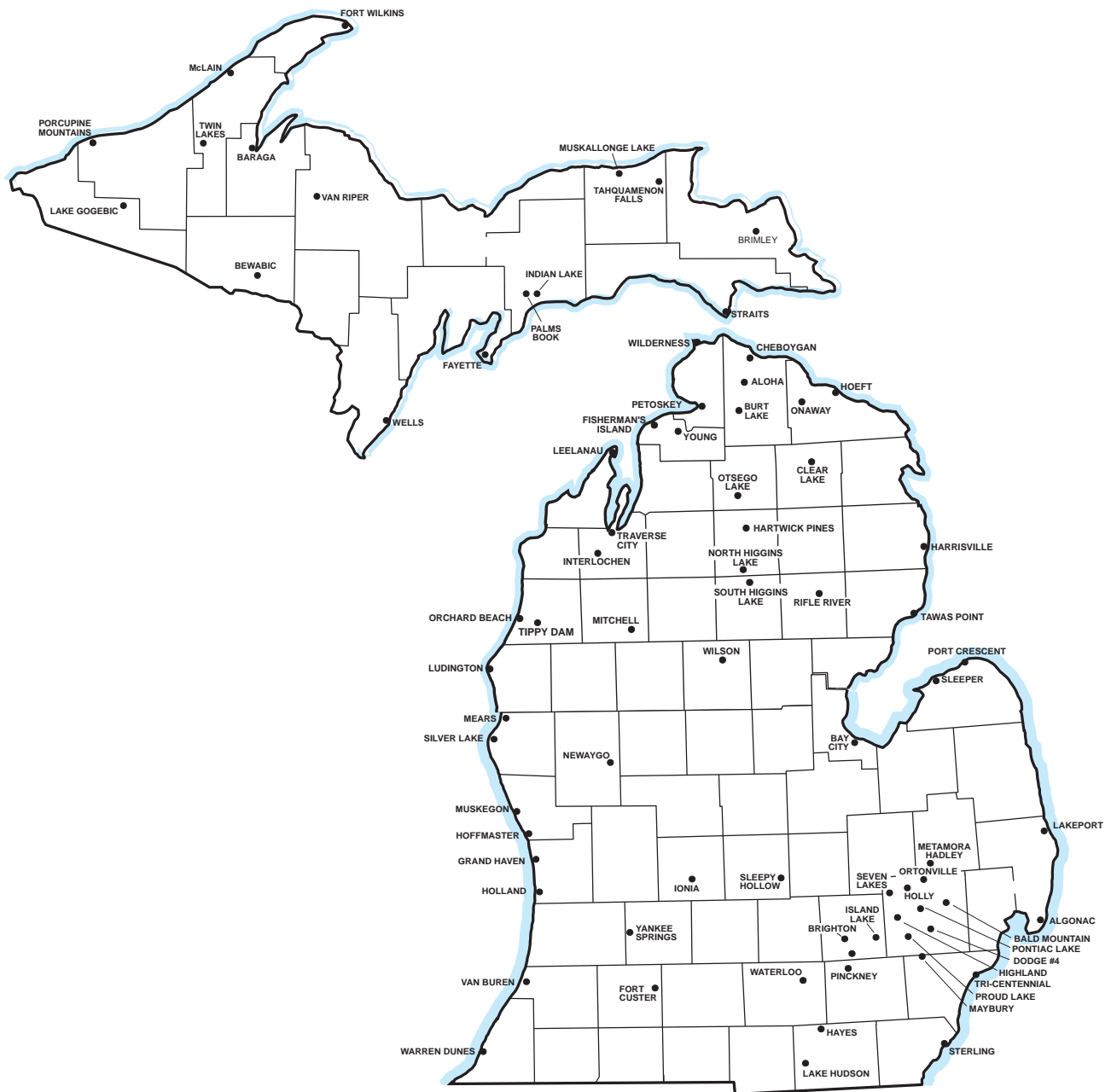
List of 77 State Parks & Recreation Areas
Attachment C

Park	Number of Banners	Number of Sheet Cakes	Number of Ice Cream Cup Boxes	Number of Give-A- Ways
Algonac State Park	1	3	3	300
Aloha State Park	1	3	3	300
Bald Mountain Recreation Area	1	1	1	100
Baraga State Park	1	1	1	100
Bay City State Recreation Area	1	3	3	300
Bewabic State Park	1	1	1	100
Brighton Recreation Area	1	3	3	300
Brimley State Park	1	1	1	100
Burt Lake State Park	1	2	2	200
Cheboygan State Park	1	1	1	100
Clear Lake State Park	1	1	1	100
Dodge #4 State Park	1	1	1	100
Fayette Historic State Park	1	1	1	100
Fisherman's Island State Park	1	1	1	100
Fort Custer Recreation Area	1	3	3	300
Fort Wilkins Historic State Park	1	1	1	100
Grand Haven State Park	1	4	4	400
Harrisville State Park	1	2	2	200
Hartwick Pines State Park	1	3	3	300
Hayes State Park	1	3	3	300
Highland Recreation Area	1	1	1	100
Hoeft State Park	1	2	2	200
Hoffmaster State Park	1	4	4	400
Holland State Park	1	5	5	500

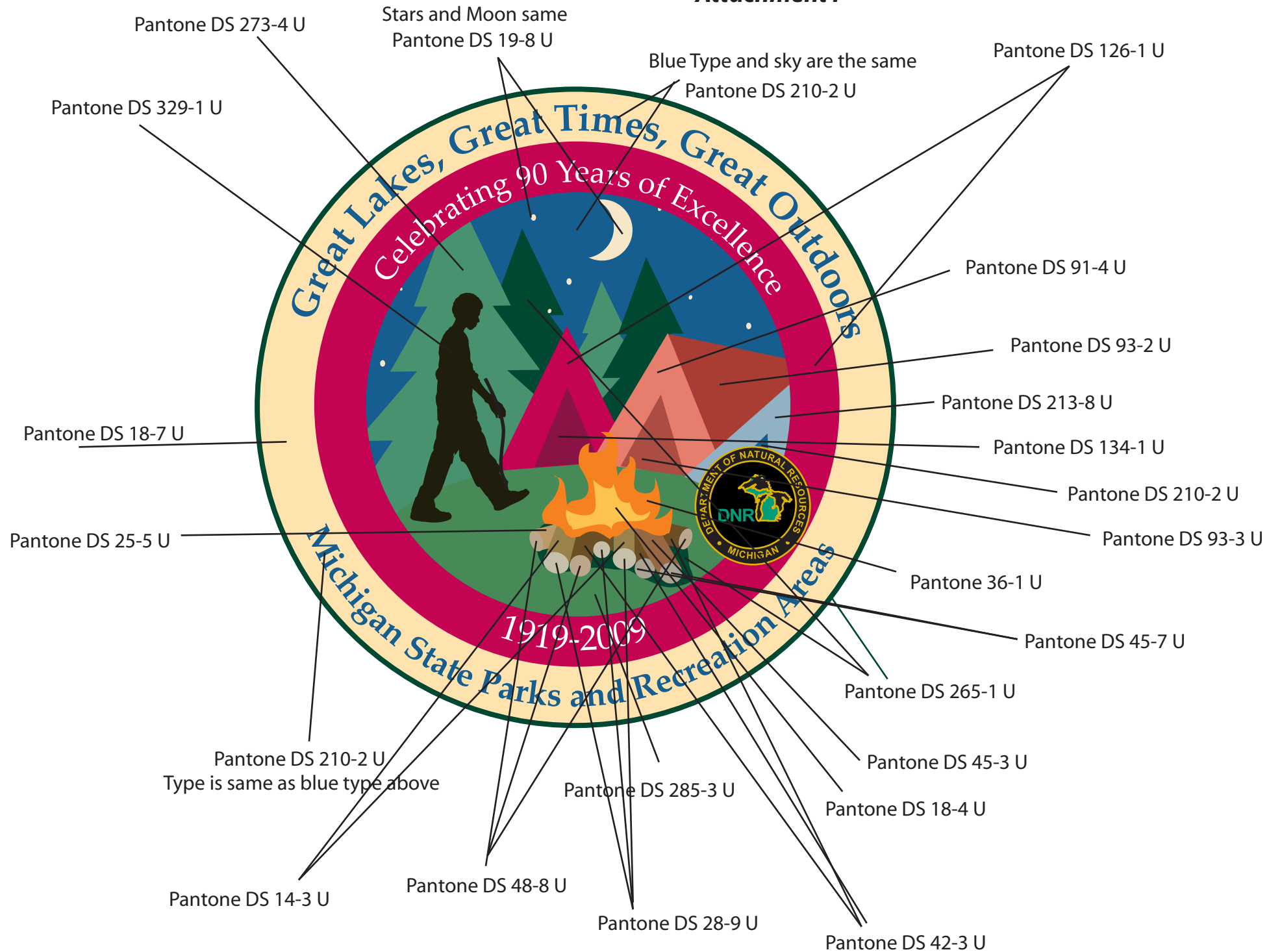
Holly State Park	1	2	2	200
Indian Lake State Park	1	2	2	200
Interlochen State Park	1	2	2	200
Ionia Recreation Area	1	2	2	200
Island Lake Recreation Area	2	2	2	200
Lake Geogebic State Park	1	1	1	100
Lake Hudson Recreation Area	1	1	1	100
Lakeport State Park	1	3	3	300
Leelanau State Park	1	2	2	200
Ludington State Park	1	5	5	500
Maybury State Park	1	2	2	200
McLain State Park	1	1	1	100
Mears State Park	1	4	4	400
Metamora-Hadley Recreation Area	1	3	3	300
Mitchell State Park	1	3	3	300
Muskallonge Lake State Park	1	1	1	100
Muskegon State Park	1	4	4	400
Newaygo State Park	1	1	1	100
North Higgins Lake State Park	1	3	3	300
Onaway State Park	1	1	1	100
Orchard Beach State Park	1	3	3	300
Ortonville Recreation Area	1	1	1	100
Otsego Lake State Park	1	3	3	300
Palms Book State Park	1	1	1	100
Petoskey State Park	1	3	3	300
Pinckney Recreation Area	2	3	3	300
Pontiac Lake Recreation Area	2	1	1	100
Porcupine Mountain Wilderness State	1	3	3	300

Port Crescent State Park	1	2	2	200
Proud Lake Recreation Area	2	2	2	200
Rifle River Recreation Area	1	2	2	200
Seven Lakes State Park	1	1	1	100
Silver Lake State Park	2	4	4	400
Sleeper State Park	1	2	2	200
Sleepy Hollow State Park	1	3	3	300
South Higgins Lake State Park	1	5	5	500
Sterling State Park	1	4	4	400
Straits State Park	1	2	2	200
Tahquamenon Falls State Park	3	3	3	300
Tawas Point State Park	1	2	2	200
Tippy Dam Recreation Area	1	1	1	100
Traverse City State Park	1	3	3	300
Tri-Centennial State Park & Harbor	1	1	1	100
Twin Lakes State Park	1	1	1	100
Van Buren State Park	1	3	3	300
Van Riper State Park	1	2	2	200
Warren Dunes State Park	1	3	3	300
Waterloo Recreation Area	3	4	4	400
Wells State Park	1	1	1	100
Wilderness State Park	1	2	2	200
Wilson State Park	1	2	2	200
Yankee Springs Recreation Area	2	4	4	400
Young State Park	1	3	3	300
TOTALS	87	176	176	17,600

Attachment D



Patch Pantone colors
Attachment F





When color is allowed, the following color requirements apply:

The colors specified refer to the Pantone (color) Matching System (PMS.) In all cases, the silhouette of the state and the letters "DNR" will be PMS 347 green. The outline of the lakes and the words "MICHIGAN DEPARTMENT OF NATURAL RESOURCES" will be PMS 128 yellow or if metallic ink is available, PMS 872 gold.

In cases where PMS colors are not available (i.e., vinyl signs, sewn patches, etc.,) a color should be chosen that is as similar as possible to the PMS colors.

In cases that one color of ink, paint, vinyl, thread, etc. is appropriate, the color will be used for the state silhouette, the letters "DNR" and the lakes outline.